Robert Bull

Dr. Sherry

Foundations of Writing

24 October 2013

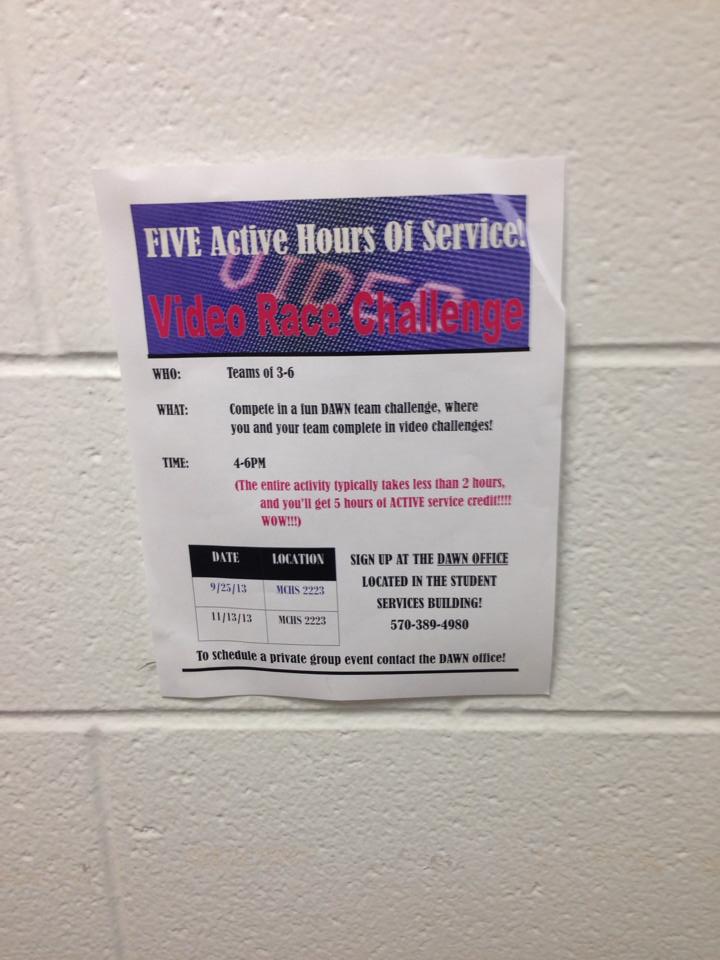
Ear Draft

For my project my genre will be targeted mainly toward students, parents, and my employer. So I will be posting examples of newsletters, memes, and brochures. I will explain on what makes these examples good and/or bad. Following the three examples I will post my example of each genre promoting that student athlete schedules are too harsh.

Newsletter #1



I really liked this newsletter because it excels in the four basic principles that we learned about. For contrast, it changes colors of the words with words in gold, pink, white, and black. As for repetition, it has a whole blue background and repeats blue in the back. The alignment is good because it has you have words in the center and also in the left and right alignment. Proximity is good because they have some larger words and some smaller words. The contrast is also good because it helps change the size and also compliments the alignment. For purpose the flyer is set to try to get people to sign up to play softball to help breast cancer research. The audience is for students here at Bloomsburg. The genre is a poster or flyer. The maker of this flyer is trying to convince people to sign up to play softball to help breast cancer research.

Newsletter #2 

As for this newsletter I like it to an extent. I feel like the title of the newsletter takes up too much of the letter. Even though it uses many colors and different types’ words, I still feel like it takes up too much space. The alignment is very good switching alignments by having a staircase type of alignment making for a creative poster. The repetition could be improved because there are only two different types of colors for the words, one way this poster can be improved is by having a bit more colors to make the important words “pop.” As for proximity, the words are almost all the same size; this could also be improved by varying the size of words. The purpose of this flyer is to get people to play in the video race challenge. The audience is students here at Bloomsburg. The genre is poster or flyer. As for engagement the maker of this poster is trying to get people to sign up to play the video race challenge.

Newsletter #3



The last poster I will use as an example is a very well put together poster. The title is big and catches your eye as soon as you look at it. I like how the picture has us looking at her and the bow and arrow plus the colors makes the picture makes the poster stand out. Not to mention the alignment makes it at the bottom which is creative and a great idea. The repetition could be a bit better because the words are either yellow or white. For proximity, the more important words are bigger and up in your face more which is good in my opinion. Overall this is a good poster because it exemplifies the CRAP principles correctly. The purpose of this is to get people to see the movie The Hunger Games. The audience is for anyone of any age. The genre is a poster or flyer. As for engagement, the maker of this poster is to try to get people to see The Hunger Games.

My Poster

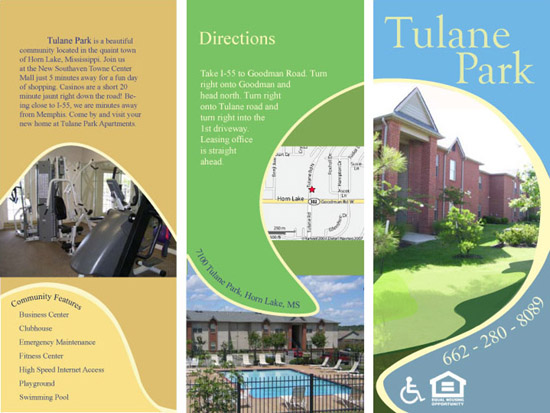
C:\Users\Owner\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\1TSW81N6\MC900432465[1].wmf**Student Athlete Schedules** C:\Users\Owner\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\1TSW81N6\MC900432451[1].wmf

Baseball D2 schedules (offseason)

|  |  |
| --- | --- |
| Mondays | Off day |
| Tuesdays | Lifting 9:15-10:15 and practice 3:30-5:30 |
| Wednesdays | Group running 11-12 |
| Thursdays | Games 3:30-6:30 and lifting 9:15-10:15 |
| Fridays | Group running 11-12 |
| Saturdays | Practice 9-12 |
| Sundays | Games 10-2 |

1. Student athletes have little time for studying.
2. Student athletes have poor test and quiz grades.
3. Student athletes end up in the bottom 25% of their graduating class.

Brochure #1



This brochure is very well done for many reasons. First it has great contrast not to mention the alignment is very creative with the waves for the alignment. I also like how the pictures help promote the brochure. Not to mention the map helps show where the Tulane Park is actually located, not to mention they have directions to help you get to Tulane Park. The purpose of this brochure is to get people to visit Tulane Park. The audience is to adults. The genre is a brochure and the engagement is that the author of this brochure wanted to get people to visit Tulane Park.

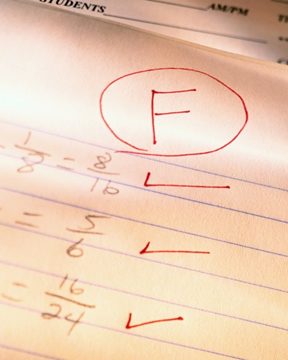
Brouchure #2



This brochure is also very well done because it exemplifies the CRAP models very well. The contrast is put together very well. Repetition is ok I feel like they could have a bit more effort on the repetition. The Alignment is the best part of the brochure in my opinion. They have words in the triangles and also in different areas so all the words are not clumped together. The pictures also look professional which help promote their professional appeal. The purpose is to inform people how to make a corporate bifold brochure. The audience is to young adults and adults in the business world. The genre is a brochure. As for engagement the author tried to teach people how to use a corporate bifold brochure.

My Brochure Cover

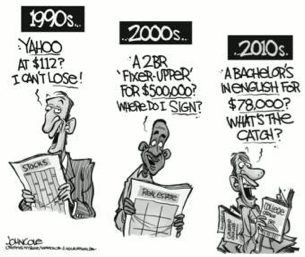
Student Athletes Schedules

* Did you know according to studies student athletes drop to the bottom quarter of their graduating class?
* Student athletes have some of the hardest schedules of anybody
* Student athletes spend around 40 hours a week based soley on sports
* Continue to read for more information concerning student athletes

Continue reading for more information on student athlete schedules

Satire #1



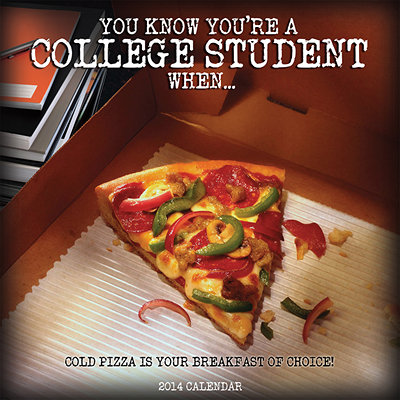
This first college satire shows how college prices have increased dramatically but we fail to see it as a society. I like this because it sends the message and the message is short and to the point. The picture also has the same repetition of colors; I would have liked to see more colors. The alignment is also very good in this picture. The purpose is to make fun of people for throwing away money for no reason. The audience is young adults and middle adults. The genre is memes or satire. The engagement is trying to show that people are throwing away money for no reason.

Satire#2



This college satire is similar in many ways to the first one above. The message is short and to the point saying that college degrees let you have the allusion of thinking you have something important. In today’s world a bachelor’s degree does not mean as much as it used too. This also has some good colors and alignment as well. The purpose is to show that college degrees do not really need your help to be smarter. The audience is college students. The genre is meme or satire. As for engagement, the author tried to show that college degrees do not really help you get smarter.

Satire #3



This satire is the best in my opinion for many reasons. It is saying that all college kids eat is pizza. So to make it funny they say college kids could eat cold pizza for a meal that is supposed to be healthy, but pizza is the college students’ choice. This picture also has great color and alignment. The purpose is to show that all college students eat is pizza. The audience is toward college students only. The genre is a meme or satire. The engagement for the author was to show that all college students eat is pizza.

My Satire

